



Liquor Chronicles

Department of Revenue

Liquor Distribution Team

July 2003

Independence Day

As a reminder, Friday, July 4 is the Fourth of July holiday. All agency liquor stores must be closed on that day. Stores with a Friday pick date will need to have orders in to the Helena office by 4:00 a.m. on Tuesday, July 1 for processing.



Agency Assignments

The assignment of the agency franchise agreement for the Eureka #69 agency liquor store was approved June 1, 2003. The assignment was made from Rosemary Gwynn to Joseph C. Johnson. The agency location will remain 201 Dewey Avenue in Eureka.

The assignment of the agency franchise agreement for the Absarokee #167 agency liquor store was approved June 1, 2003. The assignment was made from Jerry Brown to Mountain Liquor, Inc.. Heidi Heller and Jeanne Widdicombe are the shareholders. Heidi will operate the agency. The agency location will remain at 200 Woodard Avenue in Absarokee.

Circle Store Update

A hearing was held in Circle on June 4. It has been determined that our department will move forward with the RFP process to solicit for an individual to operate an agency liquor store in the community of Circle.

Request To Open New Store

Our office has received a request from an interested person to open a liquor store in Chester. The individual has met the initial criteria. Howard Hefflefinger, Hearing Examiner, and Mickey Carlson, Liquor Distribution Customer Service Representative, will conduct a public hearing in Chester on July 30 to determine if the department should move forward with the RFP process to open a new store in Chester.



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Herradura



The year was 1870. An enterprising young Mexican named Feliciano Romo set out to find the perfect location to build his dream, a tequila distillery. Finding himself in the foothills of Tequila Mountain near the town of Amatitan, he was taken by the glint of a shiny piece of metal in the distance. Upon closer inspection, he noticed that the piece that caught his eye was actually a horseshoe – symbolic of good luck. With that, Romo decided to build his dream on that very spot and named it Herradura – Spanish for horseshoe.

Herradura started a unique fermentation process that lasts 96 hours and uses only naturally occurring wild yeasts, giving Herradura a truly unparalleled flavor profile. The most perfect alcohol is preserved during Herradura's long, tedious double-distillation process where the head and tails of each distillation are discarded.

The Herradura heritage goes back over a hundred years and continues to be the number 1 premium tequila supplier in Mexico with a 24% share of the Mexican market and is largest landowners and planters of 100% blue agave.

Welcome our New Director

Please join us in welcoming Linda Francis as the new Director for the Department of Revenue. The former Director, Kurt Alme, recently left our agency to pursue another career.

Recall Notice

The Canadian supplier of the Wiser's Deluxe Canadian Whiskey 750ml Gift Pack with Flask has concluded there is a quality problem with the flask. While it has been determined that there are no serious health risks associated with using the flask, they are nonetheless instituting a recall. A placard will be sent to those stores who have purchased the product. Please have this placard displayed where customers will see it.

Consumers are being asked to contact the Wiser's flask toll free number 1-888-357-7157 if they have purchased the Wiser's Deluxe Gift Pack with Flask between November 2000 and April 2003 for a refund.



2003 Holiday Products

Advertisements for the 2003 holiday products have been sent out to all agency liquor stores. If you haven't received them yet, you should in the next couple of days. Order forms for these products must be received in the warehouse by July 16.

If you have any questions or concerns, call Brett Wiensch or Steve Swanson at (800) 332-6135.

Product Updates

New Products

- Alize Wild Passion
396-56996-75
12 pack @ \$15.70/bottle
- Ciroc Vodka
255-34198-75
6 pack @ \$29.95/bottle
- Cruzan Coconut Rum (Traveler)
320-44475-75
12 pack @ \$10.95/bottle
- Cruzan Vanilla Rum (Traveler)
320-44519-75
12 pack @ \$10.95/bottle
- El Jimador
499-89274-75
6 pack @ \$175.00/bottle
- El Jimador Blanco
498-87577-10
12 pack @ \$19.95/bottle
- El Jimador Blanco
498-87586-75
12 pack @ \$19.95/bottle
- El Jimador Blanco
498-87584-37
24 pack @ \$12.50/bottle
- El Jimador Blanco
498-87583-20
48 pack @ \$7.00/bottle

New Products (Continued)

- El Jimador Reposado
499-89278-75
12 pack @ \$24.95/bottle
- El Jimador Reposado
499-89279-37
24 pack @ \$15.00/bottle
- El Jimador Reposado
499-89262-10
12 pack @ \$24.00/bottle
- El Jimador Reposado
499-89280-20
48 pack @ \$8.00/bottle
- El Jimador Reposado
499-89271-05
60 pack @ \$2.95/bottle
- Hussong Reposado
499-89343-75
6 pack @ \$32.50/bottle
(This Item Is Repackable By 1's)
- Moritz Echte Kroatzbeere
(Blackberry Liquer)
470-64940-75
12 pack @ \$26.65/bottle
- Mother's Sour Lemonade Schnapps
485-84037-75
12 pack @ \$6.55/bottle
- Mother's Sour Strawberry Schnapps
485-84048-75
12 pack @ \$6.55/bottle



Product Updates

Discontinued Items

- Ardbeg Single Islay 17 yr.
100-4106-75
- Hussong Reposado
499-89345-75
(Note: See Updated Information On This
Product Under “New Products”)
- Taylor NYS Cream Sherry
557-95510-50
- Taylor Reserve Marsala
515-97861-50

Price Changes

- Beyond Vodka
280-35336-75
12 pack @ **\$13.25/bottle**
- Blandy's 5 yr. Malmsey
500-92004-75
12 pack @ **\$20.95/bottle**
- Graham's 20 yr. Tawny
525-90326-75
12 pack @ **\$48.05/bottle**
- Jameson Irish Gold Whisky
120-15650-75
6 pack @ **\$68.00/bottle**

Price Changes (Continued)

- Lillet Rouge Apertif
590-98144-75
12 pack @ **15.25/bottle**
- Lillet Blanc Apertif
590-98154-75
12 pack @ **15.25/bottle**
- Midleton Rare 26 Yr.
120-15710-75
6 pack @ **\$119.15/bottle**
(Yes, it did drop \$420.80)
- Smith Woodhouse 1983
525-990339-75
12 pack @ **\$56.65/bottle**
- Stroh Jagertee
410-67020-10
6 pack @ **\$24.35/bottle**
- Torada
498-88737-10
12 pack @ **\$13.75/bottle**
- Torada
499-89887-10
12 pack @ **\$13.75/bottle**

HAPPY 4TH OF JULY

